Welcome
WELCOME

Nina Taylor
Vice President, Learning and Education
ASTRO
HOUSE KEEPING

Shirley Harris
Senior Manager, Exposition Operations
SPARGO, Inc.
AGENDA

- Overview of Virtual Platform
- Exhibitor Registration
- Public Relations and Marketing Update
- VIP Guest Invites
- Booth Specifications
- Exhibit Hall Schedule
- Important Dates
OVERVIEW OF VIRTUAL PLATFORM

Michele Donohue
Director of Meetings
ASTRO
Exterior of Convention Center
Product Showcase
Main Navigation Bar
The Contact Card

☑ Name
☑ Title
☑ Organization
## Postshow Reports

| POSTSHOW ATTENDEE MAILING LIST  
(All Booth Levels) | STANDARD POSTSHOW LEAD REPORT²  
(Booth Levels 1-5) | ENHANCED POSTSHOW LEAD REPORT²  
(Booth Levels 6 and Custom) |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Professional Suffix</td>
<td>Professional Suffix</td>
<td>Professional Suffix</td>
</tr>
<tr>
<td>Title</td>
<td>Title</td>
<td>Title</td>
</tr>
<tr>
<td>Organization</td>
<td>Organization</td>
<td>Organization</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>Mailing Address</td>
<td>Mailing Address</td>
</tr>
<tr>
<td>Occupation</td>
<td>Phone</td>
<td>Phone</td>
</tr>
<tr>
<td>Primary Employer</td>
<td>Email</td>
<td>Email</td>
</tr>
<tr>
<td>Registration Type</td>
<td>Occupation</td>
<td>Occupation</td>
</tr>
<tr>
<td></td>
<td>Primary Employer</td>
<td>Primary Employer</td>
</tr>
<tr>
<td></td>
<td>Registration Type</td>
<td>Registration Type</td>
</tr>
<tr>
<td></td>
<td>Disease Site Specialties</td>
<td>Disease Site Specialties</td>
</tr>
<tr>
<td></td>
<td>Generation</td>
<td>Generation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Attendee Booth Activity Analytics</td>
</tr>
</tbody>
</table>

²Only Name, Title and Organization will be provided on postshow lead reports unless attendee provided consent to share full contact info during registration process.
EXHIBITOR REGISTRATION

Christina Cleveland
Senior Meetings Manager
ASTRO
Exhibitor Registration

- Exhibitor Registration will open on Thursday, September 10.
- Each Exhibitor, whose exhibit space is paid in full, receives complimentary exhibitor full conference meeting registration as outlined below.

<table>
<thead>
<tr>
<th>Booth Level</th>
<th>Number of Complimentary Full Conference Meeting Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>4</td>
</tr>
<tr>
<td>Level 2</td>
<td>6</td>
</tr>
<tr>
<td>Level 3</td>
<td>8</td>
</tr>
<tr>
<td>Level 4</td>
<td>12</td>
</tr>
<tr>
<td>Level 5</td>
<td>16</td>
</tr>
<tr>
<td>Level 6</td>
<td>20</td>
</tr>
<tr>
<td>Custom</td>
<td>24</td>
</tr>
</tbody>
</table>
Exhibitor Registration

- Additional exhibitor registrations are available for purchase at the below rates.
- No refunds will be issued for purchased exhibitor registrations.

**Over Allotment Registration Fees:**
Until October 1, 2020: $320 per badge
After October 1, 2020: $370 per badge
PUBLIC RELATIONS AND MARKETING UPDATE

Jeff White
Director of PR and Strategic Communications
ASTRO
Preshow Exhibit Hall Promotions

- Dedicated emails to all attendees
  - September 25 • October 2 • October 9 • October 16
- Tuesday, October 20: Attendee webinar about Exhibit Hall and platform
- Friday, October 23: Unopposed Exhibit Hall Experience
- Social posts for Exhibit Hall, Industry-Expert Theaters and Industry Satellite Symposia
  - ASTRO Social: Twitter 20K • LinkedIn 12K • Facebook 13K
- ASTROnews Annual Meeting Guide: Direct Mail and Digital
- RO-Hub Annual Meeting group
Showtime Exhibit Hall Promotions

Show Daily digital edition:
October 23

Daily News email to all attendees:
October 24, 25, 26, 27, 28 & 29

Promos in attendee briefcase

App: broadcast messages & push notifications throughout the show

Passport Program:
40 hidden icons to encourage visits

Monday, October 26
Happy Hour (5:15 p.m.)
Attendees will view booths while participating in events.

Day-of social media promos for Industry-Expert Theaters & Industry Satellite Symposia

Expanded availability for exhibitor press conferences & daily press reminders
Social posts for Exhibit Hall and recordings of sessions
ASTRO Social: Twitter 20K • LinkedIn 12K • Facebook 13K

Social media reminders and thank you’s

ASTROgram email to all members:
November 4, 11, 18 & 25

RO-Hub Annual Meeting group posts

App: broadcast messages and push notifications

THANK YOU!
VIP GUEST INVITES

Sara Mansoor
Assistant Director of Meetings
ASTRO
Marketing tool that can generate a significant spike in invited guest attendance.

New for 2020, ASTRO is excited to offer you a complimentary, and fully customized, preshow marketing and customer invitation service.

As an exhibitor, you will receive a personalized preshow marketing dashboard for you where you will find the following:

- Your exclusive invite code, generated by ASTRO, which allows your customers and prospects to register directly!
- Banner graphics for your email signatures and website.
- Ready-to-send HTML email invite download which you can send via your preferred email broadcast service.
- Web invite is a link that allows you to send customers to your online email invite with just one click.
- Social media tools for sharing your codes on LinkedIn, Facebook, Instagram, Twitter and more.

For more information, visit the Marketing page at: [www.astro.org/resourcecenter](http://www.astro.org/resourcecenter)
BOOTH SPECIFICATIONS

Susan Del Castillo
Senior Meetings Manager
ASTRO
# Exhibit Booth Specifications Webinar

**www.astro.org/resourcecenter**

## Exhibitor Webinars

ASTRO offers live webinars to exhibitors to maximize your experience at the 61st Annual Meeting. Please add these dates and times to your calendar and be sure to register! To register for a future webinar, click on the registration link of the webinar below. After each webinar, the recorded presentation and slideshow materials will be available here.

<table>
<thead>
<tr>
<th>September 2020</th>
<th>Exhibitor Experience at ASTRO 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 3, 2020</td>
<td></td>
</tr>
<tr>
<td>1:00 p.m. - 2:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Register to attend.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>July 2020</th>
<th>Exhibit Booth Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 31, 2020</td>
<td></td>
</tr>
<tr>
<td>1:00 p.m. - 2:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>View the webinar presentation and listen to the recorded webinar.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>July 2019</th>
<th>2020 Preshow Webinar</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 26, 2019</td>
<td></td>
</tr>
<tr>
<td>2:00 p.m. - 3:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>View the webinar presentation and listen to the recorded webinar.</td>
<td></td>
</tr>
</tbody>
</table>
Booth Features and Booth Maps

- Company Logo (A)
- Content Screens (B)
- Company Description (C)
- Social Media Links (D)
- Call to Action (E)
Content Screens: Background

The background of each screen can be created with your company’s branding and design.

- PNG or JPG file type
- 110 X 70
- Can be different for each screen within your booth

Quick Tip: Simple is better!
## Call to Action Signs

<table>
<thead>
<tr>
<th>Call to Action Sign Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>○ Request Demo</td>
</tr>
<tr>
<td>○ Take a Survey</td>
</tr>
<tr>
<td>○ Request Information</td>
</tr>
<tr>
<td>○ Call Me</td>
</tr>
<tr>
<td>○ Chat with Us</td>
</tr>
<tr>
<td>○ Newsletter Signup</td>
</tr>
<tr>
<td>○ Product Demo</td>
</tr>
<tr>
<td>○ Industry Satellite Symposium</td>
</tr>
<tr>
<td>○ Industry-Expert Theater</td>
</tr>
</tbody>
</table>
Call to Action Signs

Link can be to any of the following file types:
- Audio
- Link within Window (iFrame)
- Link in New Browser
- Email Address
- Downloadable Document
Booth Specification Worksheet

Booth Data Center Submission Site
Booth Specification Worksheet: Tab 1

- Booth Name
- Booth Logo (item A on the booth map)
- Booth Description (item C on the booth map)
- Social Media Links
- Public Chat Feature: on/off
- Call to Action Signs
Booth Specification Worksheet: Tab 2

**Content Screen Details**

- Content Screen Label
- Content Screen Background
- Public Facing Content Title
- Content Description
- Content File Type
- Content File Name/URL
Booth Specification Worksheet: Tab 2

Important Tips for Your Content Screens

☑ Each Content Screen has its own section on the worksheet on tab two. Be sure to properly group your items for one screen by section.

☑ Reference the booth specification document to confirm the location of each content screen. The label on the booth specification document will match the label on tab two of the worksheet.

☑ Don’t forget to include the correct name of the file you are uploading under “Content File Name/URL”. This is how we will find the correct files.

☑ If you have questions – please ask!
Booth Data Center Submission Site

- Email from exhibits@projection.com
- File Management System
- Files to upload include:
  - Booth Specification Worksheet
  - Company Logo (Item A on the Booth Map)
  - Background Image for your content screen(s)
  - All files for your content screens that are not HTML
  - Call to Action Sign document, if necessary (Item E on the Booth Map)
IMPORTANT DATES

Nicki Froats, CMP
Meetings Specialist
ASTRO
Exhibit Hall Schedule

Thursday, October 22
  o Virtual Platform Soft Launch

Friday, October 23
  o NEW! - Exhibit Hall ONLY Day – open from 10:00 a.m. – 5:00 p.m. Eastern Time

Saturday, October 24 – Thursday, October 29
  o Full Virtual Platform is Available
  o Exhibit Hall is open daily from 10:00 a.m. – 5:00 p.m. Eastern Time

Friday, October 30 – Sunday, November 29
  o Full Virtual Platform is OnDemand
Important Dates

Thursday, September 10
  o Exhibitor Registration Opens

Friday, September 11
  o All Booth Content Materials Due

Friday, September 25
  o Preshow Attendee List Order Form Due

Mid October
  o Review Booth on Virtual Platform
  o Booth Representative Training on Virtual Platform Features
  o Booth Contact Training on Booth Admin Dashboard

Friday, November 20
  o Postshow Attendee List Order Form Due
QUESTIONS?
NEED ASSISTANCE?

Shirley Harris, CEM
Senior Manager, Exposition Operations
SPARGO, Inc.

shirley.harris@spargoinc.com
703-679-3953
THANKS YOU FOR YOUR SUPPORT

#ASTRO20